

## CONTRACT



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

**GMMB/Greer Margolis Mitchell & Burns**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

<u>Contract / Revision</u> 545961 /		<u>Alt Order #</u> 07874842
<u>Product</u> HIRSCHBIEL/C/D		
<u>Contract Dates</u> 09/25/12 - 10/01/12		<u>Estimate #</u> 106/113/1218
<u>Advertiser</u> Hirschbiel/D/State House		<u>Original Date / Revision</u> 09/20/12 / 09/20/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8020	<u>Advertiser Code</u> 106	<u>Product Code</u> 113
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
E 1	3	09/25/12	09/30/12	NewsChannel 3 News	5-6am		:30			NM	4	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$130.00			
E 2	3	09/25/12	09/30/12	Newschannel 3 News	6-7am		:30			NM	4	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$220.00			
E 3	3	09/25/12	09/30/12	CBS This Morning	7-9a		:30			NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$140.00			
E 4	3	09/25/12	09/30/12	Price Is Right	11am-12n		:30			NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				1	\$295.00			
E 5	3	09/25/12	09/30/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				1	\$200.00			
E 6	3	09/25/12	09/30/12	CBS Daytime	1228-3pm		:30			NM	2	\$490.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				2	\$245.00			
E 7	3	09/25/12	09/30/12	Early Show Saturday	9-11am		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$70.00			
E 8	3	09/25/12	09/30/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$245.00			
E 9	3	09/25/12	09/30/12	Face the Nation	1030-11am		:30			NM	1	\$565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$565.00			
E 10	3	09/25/12	09/30/12	Ellen Degeneres 3pm	3-4pm		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				2	\$200.00			
E 11	3	09/25/12	09/30/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$165.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
545961 /	07874842

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/25/12 - 10/01/12	HIRSCHBIEL/C/D	106/113/1218

<u>Advertiser</u>	<u>Original Date / Revision</u>
Hirschbiel/D/State House	09/20/12 / 09/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
E 12	3	09/25/12	09/30/12	Newschannel 3 News	5-530pm		:30			NM	4	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$220.00			
E 13	3	09/25/12	09/30/12	Newschannel 3 News	530-6pm		:30			NM	4	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$240.00			
E 14	3	09/25/12	09/30/12	Newschannel 3 News	6-630pm		:30			NM	4	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$310.00			
E 15	3	09/25/12	09/30/12	7-730pm	7-730pm		:30			NM	2	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				2	\$505.00			
E 16	3	09/25/12	09/30/12	The Insider	730p-8pm		:30			NM	2	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				2	\$505.00			
E 18	3	09/25/12	09/30/12	Sunday Prime	7-8pm		:30			NM	1	\$2,355.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$2,355.00			
E 19	3	09/25/12	09/30/12	NCIS	8-9pm		:30			NM	1	\$2,745.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$2,745.00			
E 20	3	09/25/12	09/30/12	Wednesday Prime	10-11pm		:30			NM	1	\$1,765.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W----				1	\$1,765.00			
E 21	3	09/25/12	09/30/12	Friday Prime	8-9pm		:30			NM	1	\$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----F--				1	\$980.00			
E 23	3	09/25/12	09/30/12	Late News (M-F)	11-1135p		:30			NM	2	\$790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				2	\$395.00			
E 24	3	09/25/12	09/30/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----SS				2	\$295.00			
E 25	3	09/25/12	09/30/12	Late Night with David Letterman	1135pm-1235am		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				1	\$165.00			
E 26	3	09/25/12	09/30/12	Redskins Overnight	1135-1235xm		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$50.00			
E 27	3	09/25/12	09/30/12	Redskins Coaches Show	1130a-12p		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$75.00			
Totals											69	\$23,835.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	54	\$20,690.00	\$17,586.50
10/01/12 - 10/01/12	15	\$3,145.00	\$2,673.25
<b>Totals</b>	<b>69</b>	<b>\$23,835.00</b>	<b>\$20,259.75</b>

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**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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